



WELCOME TO THE BERMUDA DEPARTMENT OF TOURISM'S MEDIA INFORMATION KIT

The Bermuda Department of Tourism (BDOT) welcomes your interest in this culturally dynamic and physically enticing destination.

Splendidly secluded and utterly unique, yet just a short flight from the U.S., Bermuda offers a great depth of experiences. With no neon signs, limited cars, and strict environmental laws, its ambiance has a purity rarely found anywhere in the world. But Bermuda is not just another pretty place. It is an island with a thriving culture, a rich history and an abundance of activities. Perhaps its biggest selling point, however, is its people, the proudest natural resource any nation could desire.

We think Bermuda is the right fit for your audience and worthy of your consideration. The enclosed press kit presents some of the highlights of the Bermuda experience. In the meantime, here a few things that may surprise you about the Island:

- Bermuda was colonised in 1612 by the British after the 1609 shipwreck of the *Sea Venture* that was originally bound for Jamestown, Virginia in America but instead foundered on the reefs off its shores.
- Bermuda will celebrate its 400th Anniversary in 2009. Its recorded history has produced a culture all of its own. Its people are descendants of slaves from the West Indies and West Africa, English settlers, Irish adventurers, exiled North American Indian prisoners and Portuguese immigrants. African dances are still performed in the street on holidays.
- Bermuda's stunning natural beauty has been protected by the world's first environmental laws (dating back to the 1600s).
- Bermuda is home to more golf courses per square mile than anywhere in the world.
- Bermuda (as you might expect from the legends of the Bermuda Triangle!) is the world's number one wreck diving destination.
- The Island's pink beaches are actually a combination of crushed coral, calcium carbonate and the shells of tiny single-celled animals call Foraminifera.
- If you scan the South Shore in March and April, you might see the sight of whales playing in the ocean just beyond the reef line.
- Bermuda's rich literary heritage has attracted and inspired the likes of Mark Twain, Noel Coward, James Thurber, Eugene O'Neill, and John Lennon. It has also been the destination of choice for Eleanor Roosevelt and Prince Albert of Monaco.
- Bermuda is the world's oldest British colony. At weekly Parliamentary debates (November through June) you can see the Speaker of the House dressed in his full wig and flowing black robes.

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- The typical Bermudian accent can still be traced to Elizabethan English. In fact, Shakespeare's *The Tempest* is believed to have been based on the founding of Bermuda. The character Ariel makes reference to "the still-vex'd Bermoothes".
- Bermuda's architecture features whitewashed stepped roofs designed to channel rainwater into underground tanks. This is the main supply of fresh water as there are no rivers or lakes.
- Tennis was introduced to America from Bermuda. In 1874, Miss Mary Ewing Outerbridge, an American Sports woman, purchased tennis equipment from British army officers in Bermuda and set up the first US tennis court in the grounds of the Staten Island Cricket Club, New York.
- Actor Michael Douglas along with his wife, actress Catherine Zeta-Jones, and their two children are residents of Bermuda. Michael Douglas' mother is Bermudian and their family history dates back to some of Bermuda's earliest settlers.

If you have any questions, would like additional information or to arrange a visit, please contact me at (212) 246-5520 or via email at Kelly@corbinpr.com.

I look forward to working with you soon.

Best,

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